Policy: We use profiles to keep a host of details about the guests, companies, agents, business sources, contact, and groups we do business with. A profile contains extensive information (including name, mailing address, e-mail address, phone number, preferences, etc.) as well as reservation and stay histories and other statistical data. Having profile information on hand makes it easy to create reservation for guests, process commissions for agents, prepare billing statements, construct mailings, manage membership programs, collect accurate statistics, recognize return guests and perform many other tasks. In addition, you can specify relationships between profiles to identify their affiliations for marketing and business planning purposes. For example, a relationship might be identified between an individual and a company if that individual is an employee of the company

政策：我们用档案存储客人的大量信息，如公司，代理商，商业来源，联系方式及团队。档案包含大量信息（姓名，通信地址，电子邮箱，电话号码，个人喜好等）以及预定，入住历史和其他统计数据。有客人档案便于我们建立预定，给代理商返佣，准备账单，邮寄信件，管理会员项目，收集准确的数据，辨别回头客及执行其他工作。此外，你可以建立不同档案间的关系，比如某个人是某个公司的员工。这样，为市场的开发和销售打下基础。

Goals: To provide complete, consistent and personal service
目标：提供完整，一贯和个性化的服务。

Steps步骤:
A reservation is made up to two components:
一个预定有两个基本组成部分
1. **Profile**
档案
2. Reservation
预定

A profile differs somewhat depending on the type of profile you are looking for. The profile types are:
档案的不同取决于你需要的档案类型不同，档案类型有：
Individual profile – This type of profile is used for individual persons, such as guests. Contacts also have individual profiles, in addition to a specific profile, it should be related to their business relationships.
个人档案：这类档案用于个体客人，比如住店客人。联系人也会有个人档案，除了客人自己的个人档案之外，还需要注明它的商业关系。
Contact Profile – A contact is an individual who represents another entity. For example, a contact may be associated with a company or travel agency. As such, the contact profile has some special characteristics beyond the individual profile. When an individual is designated as a contact, the contact information is available。
联系人档案：联系人指代表一个实体的个体。如联系人可能是与某个公司或旅行社关联的，这样来说，联系人档案较一般个人档案会包含些特性。当某个人被认定为联系人时，其联系信息便会可用。
Company/Travel Agency – Those profile types are also called account profiles. Account profiles are used for the business with which properties have commercial dealings. This category might include business who sponsor guests, businesses for which your property handles events, or companies who directly provide products or services to your property. Travel agencies are special kinds of businesses that have their own profile type. For this reason, you will see the title "account" on the profile screens for companies and travel agencies.
公司/旅行社：这些档案类型也被称为客户档案，客户档案用于有商业往来的企业。这个范畴包含客人来源的企业，组织活动的企业，直接提供产品或服务的公司，旅行社比较特殊，他们有另外的档案类型。出于这个原因，你将在公司和旅行社档案栏上看到"客户"
Source Profile – Source profiles are used as Revenue Streams. Revenue streams are an additional method of tracking business for the company.

1

来源档案：来源档案用作收益数据，收入来源是雅高跟踪生意的另一种途径

Group Profile – Group profiles are created to handle group events (for example, conventions, meetings, residential seminars, parties or weddings). A group profile is distinguished from an account in that groups usually book for a specific time period and do not have an ongoing (year to year) relationship with the property. It is also specifically used for billing of an event etc.

团队档案：建立团队档案以便处理团队活动（如，会议，集会，住店会议，聚会或婚宴）。团队档案区别于账户档案在于团队通常只在某一特殊时期预定与酒店并无全年合作计划。其主要用于宴会支付账单等。

Individual Profile
An individual profile is used for each guest. The profile holds all guest details including historical and statistical information. Contacts also have individual profiles, in addition to a special contacts tab on the profile screen where their business relationships are specified.

个人档案：这类档案用于独立个体客人，档案包含如客史及统计资料等信息。联系人也同样拥有个人档案，除此之外商务关系也会显示在专有的联系人标签上。

reating an individual profile in PMS:
➢ Always check guest history before commencing to input a reservation.
做预定之前，先检查系统里是否已存有客户档案。
➢ If a guest history file exits, use the existing profile to make a new booking.
如果有，用已有的客户档案建立新的预定。
➢ If a guest history does not exist, create a new one, and obtain the following information:
如果系统里没有此客人的档案，建立新的档案，填写以下信息：
  · Guest Name 客人姓名
  · Greeting Code 称呼
  · Title/Position 职位
  · Company 公司
  · VIP Level VIP 级别
  · Contact information – telephone/fax number, email address 联系方式—电话，传真，邮件
  · Preference 喜好

Corporate/Travel Agency 公司/旅行社
Company profiles or account profiles are used for the businesses with which the hotel has commercial dealings. This category might include businesses who sponsor guests, businesses for which your property handles events, or companies who directly provide products or services to Hotel.

公司/旅行社：公司或账户档案用于与酒店有商业往来的企业。这个范畴包含发起客人的企业，操纵活动的企业，直接提供产品或服务的公司。

Creating a corporate/travel agency profile in PMS:
➢ Always check account history before commencing to input a reservation.
做预定之前，先检查系统里是否已存有客户档案。
➢ If an account history file exits, use the existing profile to make a new booking.
如果有，用已有的客户档案建立新的预定
➢ If an account history does not exist, create a new one, and obtain the following information:
如果系统里没有此客户的档案，建立新的档案，填写以下信息
  · Account Name 公司/旅行社名字
  · Full Address: Room No. & Building Name, Street Name, District Name, City Name, Country Name 完整地址：国家，城市，地区，街道，大楼，房间号

- Contact Person 联系人
- Contact information – telephone/fax number, email address 联系方式 – 电话，传真，邮件
- Sales Manager's Name 销售人员
- Contract Rate 合同价格
- AR No. (if applicable) 信贷编号
- Key in the special request of accounts in "Remark" field. 特殊要求，在"备注"栏注明。

Group Profile 团队档案
Group profiles are associated with companies/travel agencies/events that require 10 or more room per day from the hotel. A group profile is created whenever a block or allotment is created.
Group profiles are used to efficiently manage multiple reservations during their hotel stay. They assist with account billing, special requests and reporting/tracking.
团队档案相关于每晚在酒店用房超过5间的公司、旅行社或宴会。团队档案在建立团队同时建立。

A block booking refers to the following:
团队预定涉及以下方便：

One Off Group request:
一次性团队：
Group conventions > 80pax
会议团>80人
Group conferences < 80pax
小会议团<80人
Business groups and leisure groups < 20pax
商务和休闲团<20人

A Group Series
Business or leisure groups providing a forward schedule of more than 4 dates in hotels within the year. Usually with the one contracted rate and seasonality factored in, depending on the hotels/cities' business trends.
系列团
一年内至少4次入住酒店并提前提供日程安排的商务或休闲团。通常根据酒店或当地淡旺季有不同协议价。

A Contracted Group
系列团
Group conventions > 80pax
会议团>80人
Group conferences < 80pax, for contracted companies
小会议团<80人，针对协议公司
Business groups and leisure groups > 5 rooms
商务团或休闲团>5间房

Profile Merging
档案归并
The merge profile option merges duplicate profiles into one single profile.

The largest FREE resource tool for young hoteliers and seasoned professionals

将重复的档案合并

It is the responsibility of the reservation department to ensure there is no duplication of profiles when making a booking.

预定部有责任确保做预定时不会出现重复的档案

Profiles from both reception and the sales and reservation departments should be checked on a regular basis to eliminate multiple profiles and keep a correct record of guest/company/travel agency.

客户档案来自接待及销售，预定部需要按规定剔除重复多余的部分以确保我们拥有客人、公司、旅行社的正确记录。